

FIG. 1

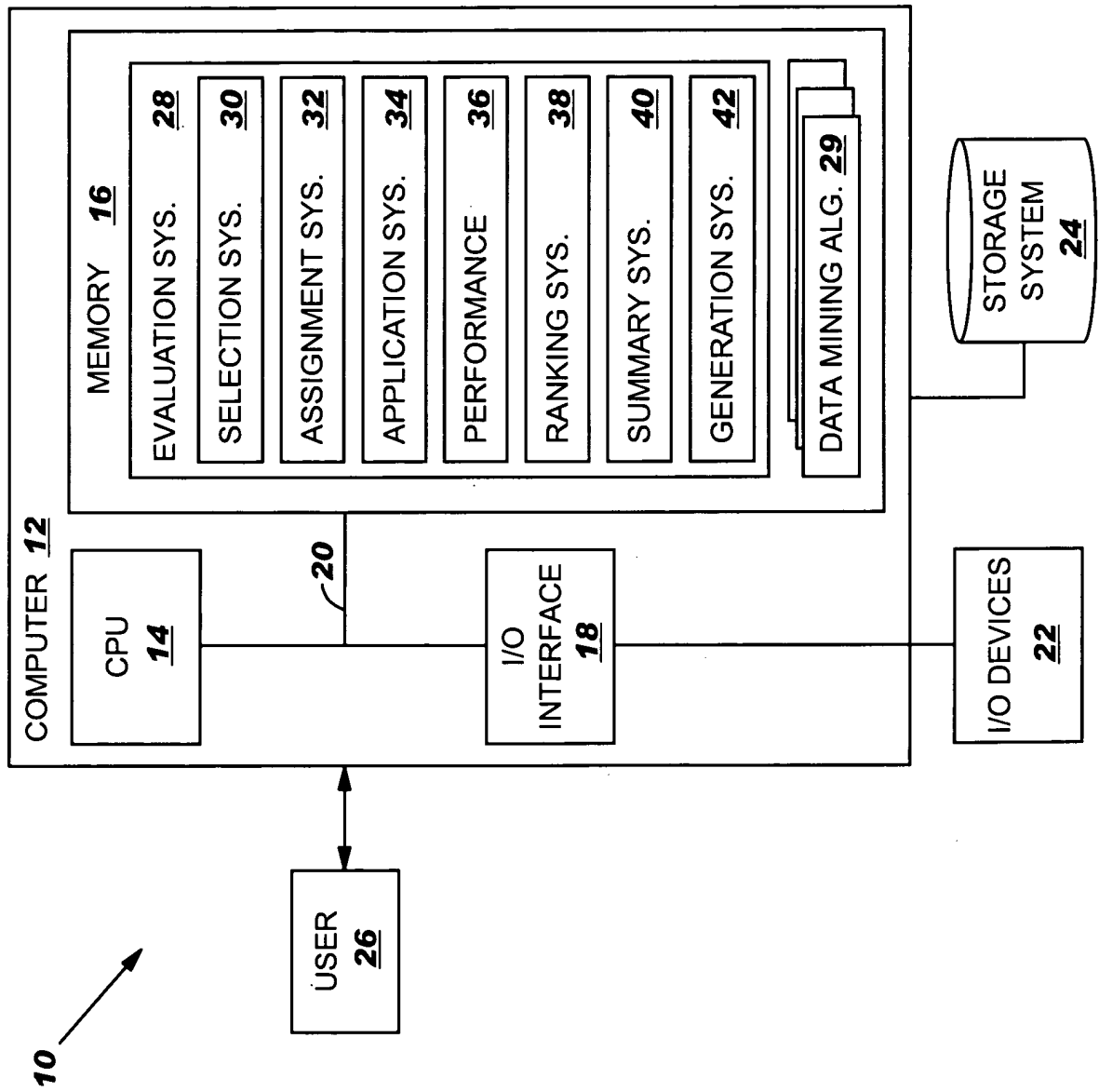


FIG. 2

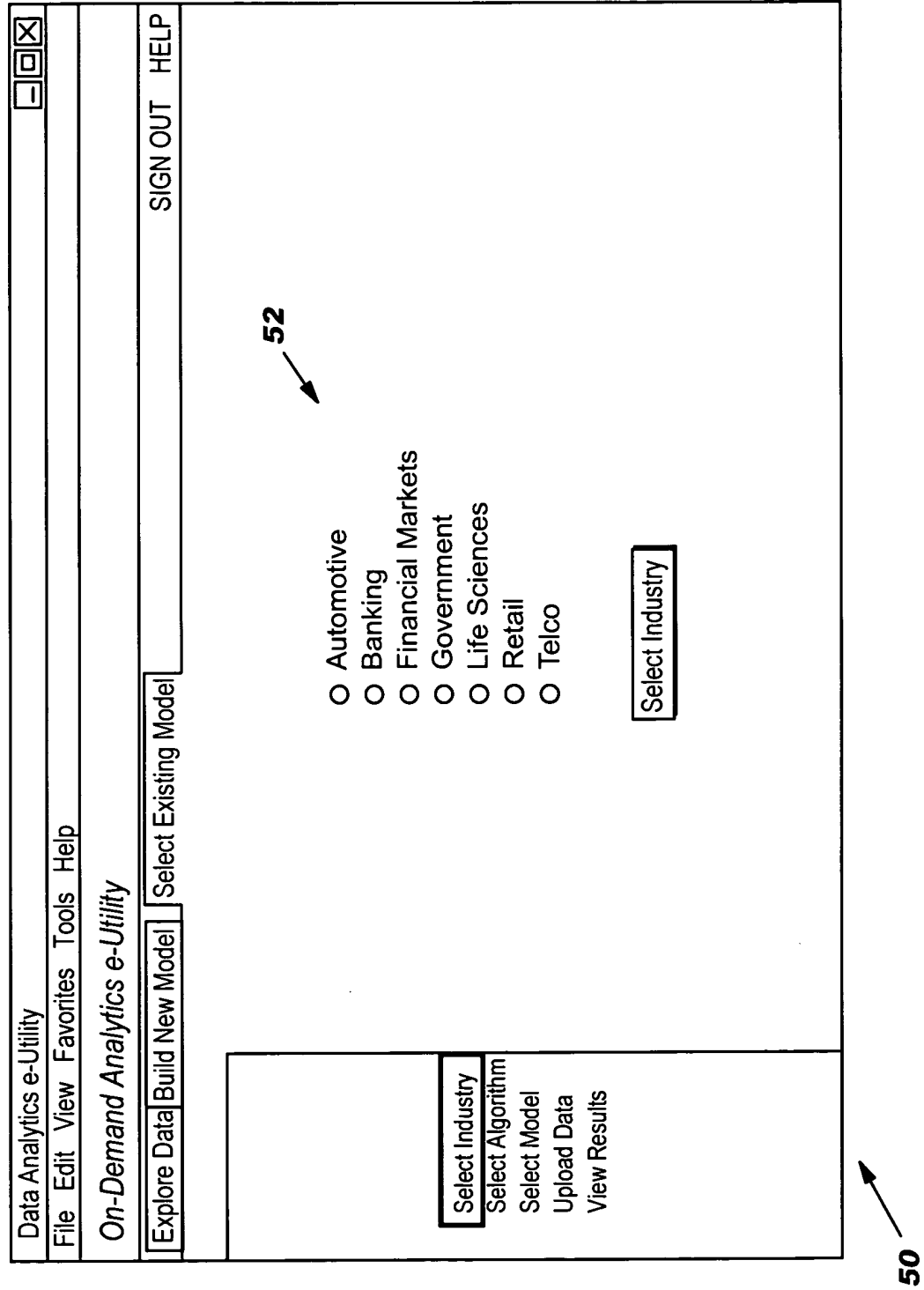


FIG. 3

Data Analytics e-Utility		SIGN OUT HELP	
File Edit View Favorites Tools Help			
On-Demand Analytics e-Utility			
Explore Data Build New Model		Select Existing Model	

Select Industry

Select Algorithm

Select Model

Upload Data

View Results

Your Business Problem

The following is a list of business problems which apply to the Retail industry.  
If your business objective matches one of these problems, select it and press next.  
Otherwise, select "Other" for a more extensive list of algorithms.

☐ I would like to determine which sets of products are purchased together by customers.

☐ I would like to group together customers with similar buying behavior.

☐ I would like to determine if a transaction is valid or a fraud.

☐ Other

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Select Business Problem

FIG. 4

Data Analytics e-Utility

File Edit View Favorites Tools Help

On-Demand Analytics e-Utility

Explore Data

Build New Model

Select Existing Model

SIGN OUT HELP

Basic

Advanced

Input data

Input fields

Field parameters

Filters

Settings

Model goal

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Actual

Predicted

Explanation

Y

N

The actual value of diseased is Y, but the model predicted a value of N

1

O

least acceptable

2

O

3

O

4

O

5

O

most acceptable

1

O

least acceptable

2

O

3

O

4

O

5

O

most acceptable

Back

Generate Model

Select Industry

Select Algorithm

Upload Data

Set Parameters

View Results

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FIG. 5

ACTUAL	PREDICTED	ERROR	WEIGHT
A	A	NO	
A	B	YES	0.8
A	C	YES	0.7
B	A	YES	0.8
B	B	NO	
B	C	YES	1.0
C	A	YES	0.3
C	B	YES	0.3
C	C	NO	

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FIG. 6

ACTUAL	PREDICTED	ERROR	WEIGHT	RATE	VECTOR
A	A	NO			
A	B	YES	0.8	30	24
A	C	YES	0.7	30	21
B	A	YES	0.8	50	40
B	B	NO			
B	C	YES	1.0	40	40
C	A	YES	0.3	30	9
C	B	YES	0.3	60	18
C	C	NO			

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PERFORMANCE VALUE = 152

74

70

72